



boohooMan

Own Your Style. Own the Streets.

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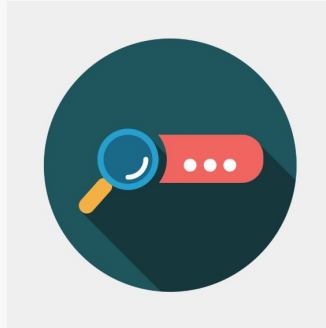
01

Project Overview

Boohoo Man: Smarter Shopping, Smoother Experience



Boohoo Man's mobile app faces usability challenges, including complex navigation, underutilized search functionality, and cognitive overload, making product discovery frustrating.



With a focus on intuitive design, Boohoo Man aims to enhance navigation, optimize search, and apply UX laws like Hick's and Miller's Law to create a more seamless shopping journey.



By improving the overall user experience, Boohoo Man seeks to boost engagement, increase conversion rates, and provide a more efficient, frustration-free shopping experience.



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Target Audience

Defining Our Target Audience

Who are they?

- **Age:** 16–35 years old
- **Demographics:** Gen Z & Millennials (students and young professionals)
- **Interests:**
 1. Trendy and affordable fashion
 2. Online shopping & fast fashion
 3. Social media influence (Instagram, TikTok, Pinterest)
 4. Ethical & sustainable fashion choices



Shopping Behaviors & Preferences

How do they shop?

- Prefer mobile-friendly, easy-to-navigate e-commerce platforms
- Follow influencer recommendations & check customer reviews
- Attracted to discounts, promotions, & fast delivery
- Seek personalized shopping experiences (AI-driven recommendations)

Pain Points:

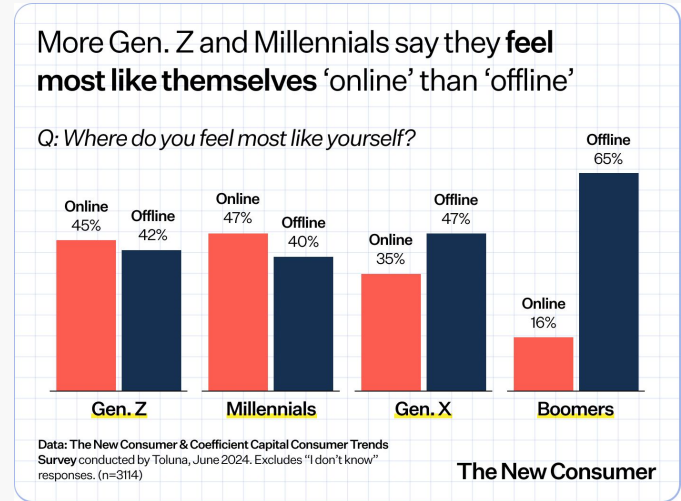
- Complicated return policies
- Slow customer service
- Unclear sizing information



Why Focus on This Audience?

- Growing segment of online shoppers
- Highly engaged on social media & digital platforms
- Drives fashion trends & online shopping behaviors
- Faces common pain points that our project can improve

Key Insight: Enhancing their shopping experience can lead to higher engagement, satisfaction, and brand loyalty.



03

Product Objectives



Product Objectives

Enhance Mobile Responsiveness

Ensure seamless performance across all devices, with a focus on mobile usability.

Simplify Navigation

Redesign the menu structure for a more intuitive browsing experience and easier product discovery.

Improve Visual Consistency

Standardize UI elements like fonts, colors, and layouts for a cohesive brand identity.

Personalize User Experience

Leverage AI to offer tailored product recommendations and dynamic content.

Implement Feedback Mechanisms

Add features for users to provide real-time feedback on their shopping experience.

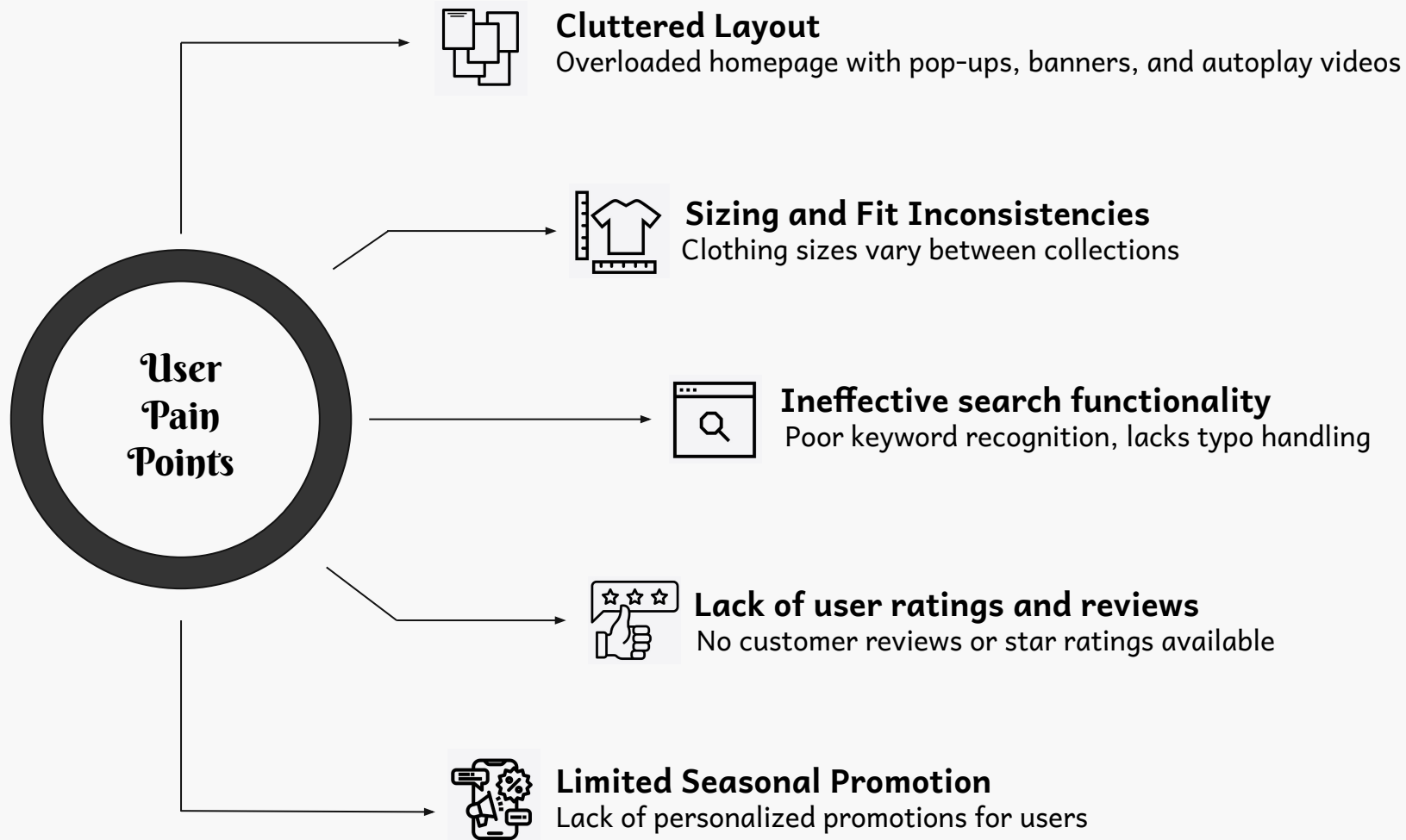
Streamline Checkout Process

Reduce the number of steps and simplify payment options to lower cart abandonment rates.



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User Pain Points



UX Research Methods



UX Research Method - SWOT Analysis

Reason for choosing this method:

- **Understanding Internal and External Factors** – By analyzing strengths and weaknesses (internal) alongside opportunities and threats (external), we gain a holistic view of the current UX.
- **Guiding Design Decisions** – It helps prioritize which UI/UX elements need to be enhanced to improve user engagement and conversion rates.
- **Competitive Benchmarking** – It allows Boohoo Man to compare its app's UX against competitors like ASOS and Amazon.
- **Risk Mitigation** – Identifying potential threats ensures proactive problem-solving before they impact the user experience.

Overview of

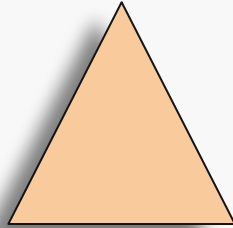


- **Data Collection** – Gather insights from user feedback, competitor analysis, and industry trends.
- **Analyze Strengths** – Identify key areas where Boohoo Man’s app excels, such as mobile-first design and personalized user journeys.
- **Evaluate Weaknesses** – Pinpoint usability challenges like complex navigation, underutilized search functionality, and inconsistent cross-platform experience.
- **Identify Opportunities & Threats** – Explore potential enhancements like **AR integration, UX gamification, and voice search**, while addressing external challenges such as **competition, slow load times, and design fatigue among Gen Z users**.

Needs & Benefits of SWOT Analysis

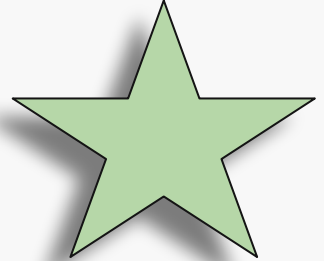
Improved User Experience & Competitiveness

Identifies pain points and enhances key areas like navigation and search, helping BoohooMan stay ahead of competitors by understanding user expectations.



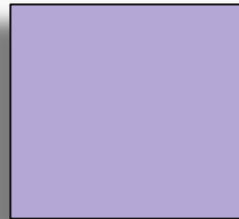
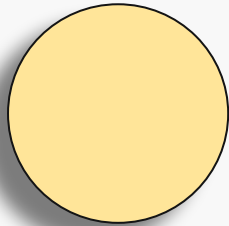
Risk Mitigation & Threat Awareness

Anticipates external threats, like slow load times and market competition, and provides proactive solutions to maintain a competitive edge.



Strategic Growth & Innovation

Uncovers opportunities for new features, such as AR integration and UX gamification, enabling growth and differentiation in the market.



Informed, Data-Driven Decisions

Prioritizes design improvements and strategic planning through a comprehensive analysis of strengths, weaknesses, and market factors.

SWOT Analysis

Strengths:

- ❑ Boohoo Man is a well-known brand with a strong customer base, providing a solid foundation for improvements.
- ❑ The affordability factor attracts a large audience, making UX improvements a significant opportunity to enhance user retention.
- ❑ The target audience (16–35) is mobile-savvy, meaning UI/UX enhancements will directly impact engagement.

Weakness:

- ❑ The current app overwhelms users with too much information on landing pages.
- ❑ The search experience is underutilized compared to competitors.
- ❑ Poor category structuring makes it difficult for users to find products quickly.

Opportunity:

- ❑ Virtual try-on features can enhance user confidence in purchasing.
- ❑ Implementing interactive features like reward badges, streaks, or quizzes can boost user engagement.
- ❑ Optimizing the search experience with voice search can improve accessibility and usability.
- ❑ Enhancing predictive search, filters, and auto-suggestions can make product discovery more efficient.

Threats:

- ❑ ASOS, Amazon, and other fashion retailers continuously refine their UX, setting higher standards.
- ❑ High page load times can increase bounce rates and decrease conversions.
- ❑ Overuse of similar UI/UX patterns may lead to disengagement from younger audiences seeking fresh, innovative experiences.

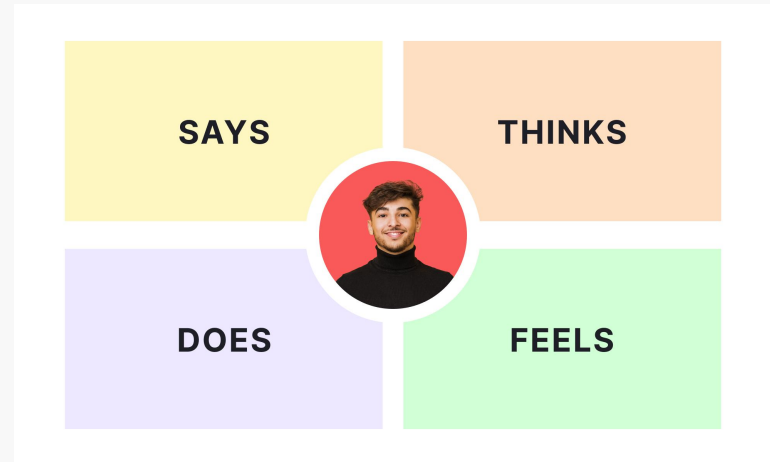
UX Research Method - Empathy Maps

Reason for choosing this method:

- **Fosters User-Centric Design:** Empathy mapping centers the design process around the user's experiences, ensuring that solutions align with actual user needs and preferences.
- **Enhances Team Alignment:** By visualizing user insights, empathy maps help unify team members' understanding, promoting cohesive and informed decision-making.
- **Identifies Knowledge Gaps:** The process highlights areas where information about the user is lacking, directing teams toward necessary further research.
- **Encourages Empathy:** Engaging with empathy maps allows teams to step into the users' shoes, fostering genuine empathy and a deeper connection to the user's journey.

Overview of Empathy Maps

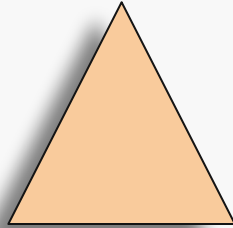
- **Define Scope and Goals:** Determine the specific user or persona to focus on and establish the primary objectives for creating the empathy map.
- **Gather Materials:** Collect necessary resources such as qualitative research data (e.g., user interviews, observations) and tools like large sheets of paper, sticky notes, and markers for collaborative sessions.
- **Collect Research Data:** Compile qualitative insights from various user research methods to inform the empathy map.
- **Populate the Empathy Map:** Organize the collected data into the empathy map's quadrants—Says, Thinks, Does, and Feels—ensuring each aspect of the user's experience is accurately represented.



Needs & Benefits of Empathy Maps

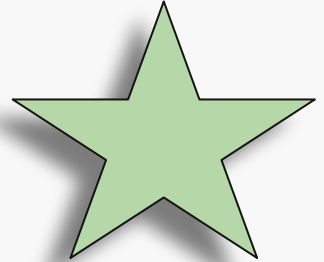
Enhanced User Understanding

Empathy maps provide a holistic view of the user, encompassing their behaviors, attitudes, and emotions, which is crucial for creating user-centered designs.



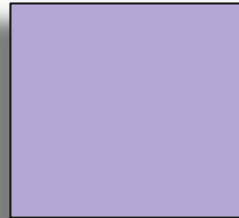
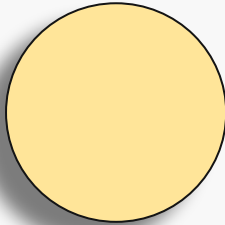
Identification of Knowledge Gaps

The process can reveal areas where the team's understanding of the user is lacking, highlighting the need for further research.



Improved Team Alignment

By collaboratively building empathy maps, teams can align on user insights, ensuring that all members have a unified understanding of user needs and pain points.



Informed Decision-Making

Empathy maps serve as a reference throughout the design process, aiding in making decisions that are grounded in user reality rather than assumptions.

Empathy Map

Says:

- “I want to look stylish without breaking the bank.”
- “I follow influencers for the latest fashion trends.”
- “I need outfits suitable for both casual and formal events.”
- “I prefer shopping online for convenience and variety.”

Thinks:

- “Is this brand offering good quality for the price?”
- “Will this outfit help me stand out and express my personality?”
- “I hope the clothes fit well and match the online description.”
- “Are there any discounts or promotions I can take advantage of?”

Does:

- Browses fashion blogs and social media platforms for style inspiration.
- Compares products and prices across multiple online fashion retailers.
- Reads customer reviews before making a purchase decision.
- Shares recent purchases and fashion finds with friends or on social media.

Feels:

- Excited when discovering new fashion pieces that align with personal style.
- Frustrated by inconsistent sizing or when desired items are out of stock.
- Confident and satisfied when receiving compliments on their attire.
- Anxious about the return process if the purchased items don't meet expectations.



UX Research Method -Affinity Mapping

Reason for choosing this method:

- **Organizing User Feedback Efficiently** – Boohoo Man's shopping experience generates diverse user insights, ranging from navigation difficulties to checkout issues. Affinity Mapping categorizes feedback into actionable themes.
- **Extracting Meaningful UX Insights** – Instead of looking at raw data, this method helps identify trends in user pain points by grouping related issues together.
- **Improving Data-Driven Decision Making** – Helps prioritize UX fixes based on which pain points are most common among users.
- **Enhanced Collaboration Among Teams** – By visually mapping user pain points, designers and developers can align goals for an improved Boohoo Man experience.

Overview of Affinity Mapping

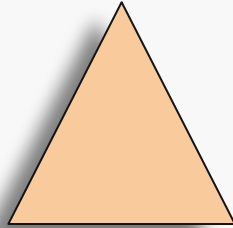
- **Gather User Insights:** Collect feedback from user reviews, surveys, heatmaps, and competitor analysis.
- **Write Down Key Findings:** Each pain point or insight is written on a separate sticky note.
- **Group Similar Issues Together:** UX problems such as slow checkout, confusing product descriptions, and search filtering issues are categorized into broader themes.
- **Prioritize & Take Action:** Identify high-impact UX changes based on grouped data.



Needs & Benefits of Affinity Mapping

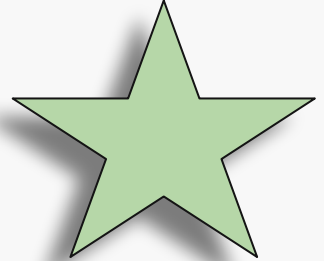
Streamlines Feature Prioritization

Helps determine which UX enhancements should be addressed first based on recurring user issues.



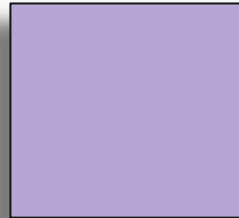
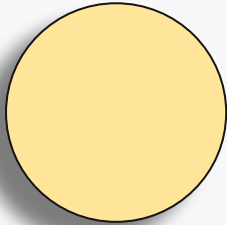
Improves Product Discoverability

Groups insights related to search filters, product recommendations, and browsing experience, making it easier for users to find what they need.



Reduces Complexity in Large Data Sets

Breaks down overwhelming amounts of qualitative feedback into structured, easy-to-analyze insights.



Supports Continuous UX Improvement

Encourages an iterative approach to refining user experience based on evolving customer expectations.

Affinity Mapping

Navigation Issues

- Confusing filters make it difficult to narrow down products.
- Overloaded menu categories create a cluttered shopping experience.
- Lack of breadcrumb navigation makes it hard to go back to previous searches.
- Mobile navigation is inconsistent compared to desktop.

Checkout Frustrations

- Checkout process takes too long, leading to cart abandonment.
- Limited payment options, causing inconvenience for international users.
- Lack of auto-filled address and payment details slows down transactions.
- Unclear discount application process makes users abandon purchases.

Product Search Challenges

- Search results are irrelevant, not displaying expected items.
- No autocomplete or suggested searches, making users type full queries.
- Product filtering is limited, with missing size, color, and brand filters.
- Sorting options are unclear, making it hard to find bestsellers or newest arrivals.

Sizing & Fit Concerns

- Inconsistent size charts across different product categories.
- No real customer fit reviews, making it hard to judge sizes.
- Lack of virtual try-on or AI-based size recommendations.
- Returns due to sizing issues are frequent, increasing frustration.

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Conclusion



Conclusion

- **Enhanced User Experience** – The redesigned Boohoo Man platform will offer a seamless, intuitive, and frustration-free shopping experience, addressing key pain points like navigation difficulties and checkout inefficiencies.
- **Optimized Shopping Flow** – By improving site navigation, search filters, and checkout speed, the redesign will help users find products faster and complete purchases with ease.
- **Personalized Shopping Experience** – Leveraging AI-driven recommendations and customized search functionalities, Boohoo Man will deliver a tailored shopping journey for each user, increasing satisfaction and engagement.
- **Competitive Advantage**– Insights from SWOT analysis, Affinity Mapping, and other UX research methods will ensure Boohoo Man remains ahead of competitors by continuously improving mobile responsiveness and UI consistency.
- **Higher Conversion & Retention Rates**– A well-designed shopping experience will reduce cart abandonment, encourage repeat purchases, and drive long-term customer loyalty.
- **Future Growth & Innovation**– Implementing user feedback mechanisms and data-driven design improvements will allow Boohoo Man to adapt to evolving fashion trends and user expectations, ensuring sustained business growth.

Thank You!

